

## CONSUMER PRODUCT PACKAGE AND METHOD OF MANUFACTURE

### Abstract of the Disclosure

The invention relates to consumer product packages having impact promotional items printed directly on the package and methods for manufacturing such product packages. An image constituting the impact promotional item is 5 printed using blended printing inks and sublimation dyes onto a paperboard blank, which is folded to form a product package. The printed image has a visual appearance substantially unchanged from a conventional printed image. The sublimation dyes present in the printed image supply a transferrable image component that, following transfer to a substrate such as a fabric article, accurately 10 reproduces the printed image viewed by the consumer on the product package. Printing ink and sublimation dye blends for printing the image are also disclosed, as are methods for transferring the transferrable image component to an article, such as a fabric article or textile.